## ORDER

37016

Alt Order #: 08852557

08/17/12 / 08/21/12

Product Desc: OBAMA/PRES/DEM

Estimate: 1621

Flight Dates: 08/17/12 - 08/23/12

Original Date / Rev:

Order / Rev:

Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

Mike Jones

KLAS

K-WAS

National

Agency

Orders

Name: GMMB

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Agency Commission:

EOM/EOC

Cash

Broadcast

15%

Advertiser

Name:

Obama, Barack D-President

Demographic:

A35+

Product Codes:

P01

LV1

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Order Separation:
Advertiser External ID:

00:15:00

Revenue Codes:

Priority:

AGY, POL, CAND

Agency External ID:

New Business Thru:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
07/30/12	08/23/12	15	\$11,040.00	\$9,384.00		

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
August 2012	15	\$11,040.00	\$9,384.00	0.00	
Totals	15	\$11,040,00	\$9.384.00	0.00	

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total		
KLAS	8%	\$11,040.00		
Market	100%	\$138,000.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	28%	\$38,640.00
KTUD	3%	\$4,140.00
KVBC	0%	\$0.00
KVVU	24%	\$33,120.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	8	08/20/12	08/23/12	8 News Now 5a M	-F CM	5-6a	MTWT	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
					8 News Now 5a M	1-F								
		8 NEW	S NOW AT	5AM								- 1		
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 08/	20/12	08/26/12	MTWT	1	\$900.00	0.00						
	E 2	8	08/20/12	08/23/12	8 News Now 4-5a	CM	4-5a	MTWT	:30	2	\$75.00LV2	0.00 NM	2	\$150.00
					8 News Now 4-5a		(4:00 AM-4:	59 AM)						

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KLAS

Order / Rev: 37016

Advertiser:

Obama, Barack D-President

Alt Order #:

08852557

Product Desc:

OBAMA/PRES/DEM

Flight Dates:

08/17/12 - 08/23/12

Estimate:

1621

	Ch Start NEWS NOW A	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
0	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 08/20/12	08/26/12	MTWT	2	\$75.00	0.00						
E 3	8 08/20/1	2 08/23/12			7-9a	MTWT	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
0	DC THIC MODI	NINC	CBS This Mornin	g								
C	BS THIS MORI Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 08/20/12	08/26/12	MTWT	1	\$900.00	0.00						
E 4	8 08/19/1	2 08/19/12	Eye on Wash/Wa	II St JoGM	5-6a	S	:30	1	\$100.00LV2	0.00 NM	1	\$100.00
			Eye On Wash/W	all St Jrnl	(5:30 AM-6:00	O AM)						
V	ALL STREET	JOURNAL R	REPORT									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 08/13/12	08/19/12	S	1	\$100.00	0.00			0050 0011/4	0.00.1114		2050.00
E 6	8 08/20/1	2 08/23/12	8 News Now Noo		12-1230p	MTWT	:30	1	\$650.00LV1	0.00 NM	1	\$650.00
8	NEWS NOW A	T NOON	8 News Now Noo	on ivi-r								
0	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 08/20/12	08/26/12	MTWT	1	\$650.00	0.00						
E 8	8 08/20/1	2 08/23/12	8 News Now 4p N	1-F CM	4-5p	MTWT	:30	2	\$900.00LV1	0.00 NM	2	\$1,800.00
			8 News Now 4p N	И-F								
8	NEWS NOW A	T 4PM & 43	0PM									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 08/20/12	08/26/12	MTWT	2	\$900.00	0.00	.20		64 050 0011/4	0.00 NIM	2	¢2 500 00
E 9	8 08/20/1	2 08/23/12	8 News Now 5-63 8 News Now 5-63		5-630p	MTWT	:30	2	\$1,250.00LV1	0.00 NM	2	\$2,500.00
8	NEWS NOW F	ROTATION	o news now 3-o.	JOP IVI-I								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 08/20/12	08/26/12	MTWT	2	\$1,250.00	0.00						
E 13	8 08/20/1	2 08/23/12	Letterman	CM	1135p-1237a	MTWT	:30	1	\$650.00LV1	0.00 NM	1	\$650.00
			Letterman									
L	ATE SHOW W			Constant Andreas	Data	Datina						
Mod	Start Date ek: 08/20/12	End Date 08/26/12	<u>Weekdays</u> MTWT	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00						
N 14		2 08/21/12		CM	9-10p	-T	:30	1	\$2,490.00LV1	0.00 NM	1	\$2,490.00
N 14	0 00/21/1	2 00/21/12	NCIS: LA	Civi	3-10p		.00		ψ2,400.00EV1	0.00 11111		<b>42</b> ,100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 08/20/12	08/26/12	-T		\$2,490.00	0.00						
N 15	8 08/22/1	2 08/23/12	8 News Now Noo	n M-F CM	12-1230p	WT	:30	1	\$650.00LV1	0.00 NM	1	\$650.00
			8 News Now Noo	n M-F								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 08/20/12	08/26/12	WT	1	\$650.00	0.00						
N 16	8 08/22/1	2 08/23/12	8 News Now 4-5a		4-5a	WT	:30	2	\$125.00LV1	0.00 NM	2	\$250.00
			8 News Now 4-5			D-1'						
10/	Start Date	End Date	Weekdays	Spots/Week 2	<u>Rate</u> \$125.00	Rating 0.00						
vve	ek: 08/20/12	08/26/12	w1		φ125.00	0.00				Totals	15	611 040 00
										Totals	15	\$11,040.00